Sentara® Health Plans

Employer News



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Michael Cole named President of Sentara Health Plans

We are pleased to announce that Michael Cole will join Sentara Health as Executive Vice President and President of Sentara Health Plans on June 15. He most recently served as President and CEO of Regence BlueCross BlueShield of Oregon and Regence BlueShield of Washington and brings more than 20 years of executive leadership experience across the healthcare industry. Michael has led complex payer organizations spanning commercial, Medicare, and ACA markets, with deep expertise in strategy, growth, affordability, and operational performance.

With Regence, Michael's scope served 2.5 million members across the Pacific Northwest with approximately $5.5 billion in revenue. Prior to Regence, he served as President of Aetna's North Atlantic Territory and as President and CEO of Aetna Keystone, where he led operations across eleven states, supporting 6 million members and $20 billion in revenue. His leadership responsibilities have included commercial markets, Medicare, exchange business, network strategy, specialty services, and compliance.

Michael earned his MBA in Finance and Marketing from Northwestern University's Kellogg School of Management and holds a bachelor's degree from the University of Michigan. He is deeply engaged in community and industry leadership, serving as a long-time board member of Erie Family Health Centers in Chicago, a federally qualified health center providing care to underserved communities. Michael is also on the board of Trillium Family Services in Portland, Oregon, an active mentor within the healthcare startup ecosystem, and a longstanding member of the Economic Club of Chicago.

We would like to take this opportunity to express our deep gratitude to Chris Schmaltz for his interim leadership. He has performed exceptionally in a short period and helped the division keep focus on its turnaround plan. Chris is committed to staying and working with Michael for a seamless transition.

Please join us in thanking Chris and welcoming Michael.

Electronic enrollment

If you currently do not utilize an electronic platform to manage your enrollment, Sentara Health Plans' e3 Web Enrollment is a user-friendly platform that enables a group's benefit administrator to easily and quickly manage a variety of member enrollment functionalities such as:

- Self-service options to manage active enrollment 24/7
- Make benefit elections, cancellations, or corrections for employees
- Change employee and dependent demographic information
- Add, terminate, and rehire employees
- Edit enrollment dates
- Run reports
- View and order ID Cards

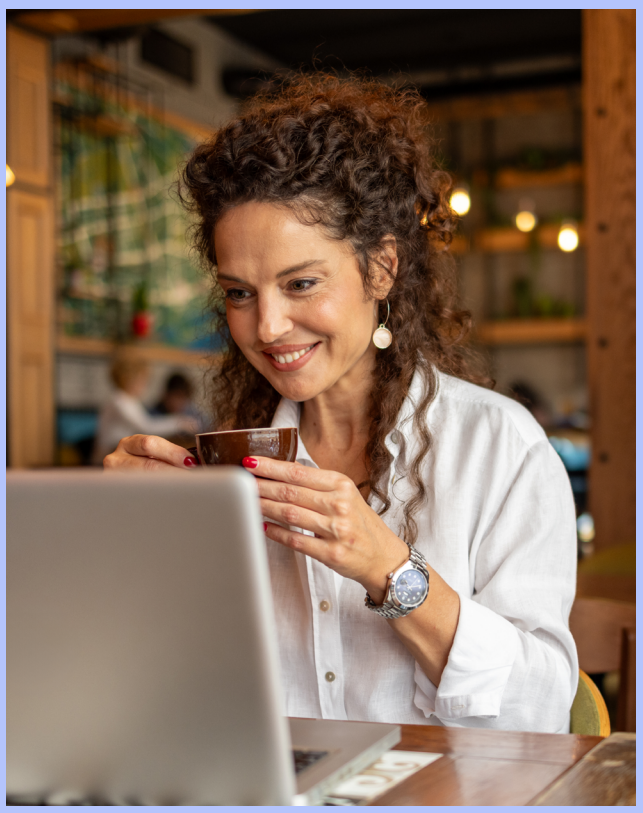
Please contact your sales representative or email **e3_inquiries@sentara.com** with any questions you may have about the e3 web enrollment tool.

Eligibility & member ID card availability

Please note that when accessing eligibility details or member ID cards for newly enrolled members within the Employer Portal, there may be a processing delay. Information typically becomes available within 24 to 72 hours, as data is synchronized across multiple systems.

e3 Web Enrollment training opportunities

Interested in learning more about e3 Web Enrollment? The sales operations training team is available to support you. To request a personalized, one-on-one training session for you and your team, please contact **thelearninghub@sentara.com**



Need help navigating the portal?

If you have questions or need guidance on completing tasks within the Employer Portal, we encourage you to explore our comprehensive user guides. These resources are available on our educational website **sentarahealthplans.com/needtoknow**.

Training resources

Customer satisfaction is our highest priority. Please visit and bookmark **sentarahealthplans.com/needtoknow** for helpful resources and user guides or email the sales operations training team to schedule a virtual training session at **thelearninghub@sentara.com**.



New fitness discount offering

Sentara Health Plans is excited to introduce Active&Fit Direct, a new fitness discount offering designed to make it easier and more affordable for members to stay active.

With Active&Fit Direct, members can:

- Choose from thousands of standard gyms and premium exercise studios
- Enjoy 20% - 70% discounts at most locations
- Enroll with no long-term contracts
- Switch gyms or cancel with ease
- Join multiple gyms and receive a $5 monthly discount on each additional membership
- Access 17,000+ on-demand workout videos available free to registered members

Whether you prefer working out at a traditional gym, exploring premium studios, or exercising at home, Active&Fit Direct offers flexible fitness options to support your wellness goals.

Get started today: Sentara Health Plans Active&Fit Direct

Note: Members will need to log into their Sentara Health Plans member page to register and access their Active&Fit Direct account. Once the member has logged into their Sentara Health Plans account, navigate to the "Get Healthy" drop-down menu and select "Fitness Discounts". This will direct you to the Active&Fit Direct website.

We're proud to offer more ways to help you stay active and support your overall health.

Colon cancer awareness

March was Colorectal Cancer Awareness Month, but colon health is an important topic to keep in mind year-round when maintaining your overall health.

Understanding colon cancer[1]

Colon cancer is a growth of cells that begins in the colon, which is part of the large intestine. The colon is the first and longest section of the large intestine, which is the final part of the digestive system.

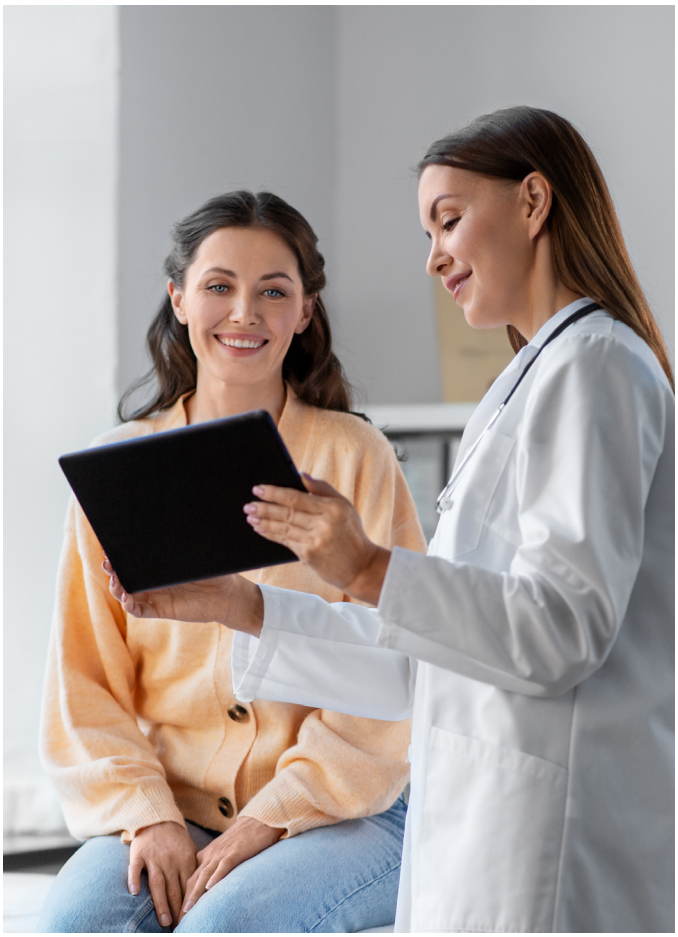
Colon cancer most commonly affects older adults, although it can occur at any age. It often begins as small clumps of cells called polyps that form inside the colon. While polyps are usually noncancerous, some can develop into colon cancer over time. Polyps can be detected early through routine colonoscopy screenings, which may prevent cancer from developing.

What is a colonoscopy?[2]

A colonoscopy is a procedure used to examine the inside of the lower digestive tract, including the colon and rectum. In some cases, it may also allow providers to view the end of the small intestine.

During the procedure, small tissue samples may be removed for testing, known as a biopsy. Polyps and other small growths can also often be removed during the exam.

Talk to your provider about whether a colonoscopy is right for you. Screening is generally recommended beginning at age 45 for people at average risk, though your provider may recommend earlier or more frequent screenings based on your personal or family medical history. **Preventive care services and screenings** may be covered at $0 for you, depending on your age and plan



What to expect when getting a colonoscopy screening

- Your provider should know about any medications you take and any health conditions you may have prior to the screening.
- Preparing for a colonoscopy begins a few days before the test and may include dietary restrictions, bowel preparation, and medication adjustments. Your colon must be fully cleared before the procedure, or the test may need to be rescheduled.
- Colonoscopies are commonly performed on an outpatient basis and typically take about 30 minutes. Sedation medication is usually given intravenously to help you relax or sleep during the procedure.
- After the test, your provider will review the results with you and provide instructions about returning to your normal diet and activities.

Ask a nurse: Seasonal allergies



Q: What are allergies and what causes them?

A: Allergies happen when your immune system (your body's built-in defense team) responds to a foreign invader inside the body. This can be pollen, bee stings, pet dander, or more. About one out of four adults in the U.S. has seasonal allergies.[3]

What do allergies feel like?[4]

- Sneezing
- Itchy skin, nose, eyes, or mouth
- Runny or stuffy nose
- Feeling very tired
- Watery or puffy eyes
- Hives

If you have asthma, seasonal allergies can increase the risk of complications and cause serious attacks that can result in a trip to the emergency room or require a hospital stay. The Sentara Health Plans Asthma program can help you control your asthma before it controls you.

With the right care, most people can manage their allergies and still enjoy the springtime fun.

To help manage your allergies, follow these simple tips:

- Stay inside on dry windy days. Rain helps wash away allergens.
- If you do go outside, wear a face mask.
- When you come back inside, remove your clothes and wash your hands, face, and hair.
- Medicines like nasal sprays and drugs like antihistamines can reduce allergy symptoms. These can be prescribed by your doctor or bought at the store.

As a Sentara Health Plans member,, you can use your over-the-counter (OTC) benefit for medications to help your allergy management.

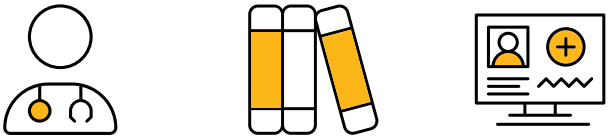
When should you talk to your doctor?

- Your allergies last more than several weeks.
- The medications aren't helping you or stop working.
- You have trouble breathing like wheezing, coughing, or shortness of breath.
- You keep getting sinus infections.

Don't have a doctor or primary care provider? **Sign in** to the member portal or the Sentara Health Plans mobile app to find a doctor near you.

Black maternal health

Black Maternal Health Week was April 11 to April 17, but it's always important to shine a light on the challenges that Black women face in pregnancy and childbirth. There is an urgent need to improve maternal health for Black women, who are three times more likely to die from pregnancy-related issues.



Here's how you can help break the trend:

- Advocate for yourself with your doctor.
- Choose providers who support your health goals.
- Build a supportive network of family and friends.
- Focus on mental health and seek counseling.
- Learn about pregnancy-related conditions.
- Stay up to date with vaccines and preventive screenings.
- Keep your health and medication info updated and share with your providers.

Talk with your doctor today about any concerns or questions you may have. Your health and your baby's health are our top priorities.

As a Sentara Health Plans member, you also have access to support and resources through Sentara Health Plans' **Partners in Pregnancy** program.



Importance of breast cancer screenings

Mammograms are a common form of breast cancer screening to catch cancer early. It looks for signs of cancer before symptoms may be noticeable to you. Screenings make a powerful difference, and 99% of women diagnosed in the earliest stages of breast cancer live five years or more.[6]

As a Sentara Health Plans member, it has been made easier than ever to do a mammogram screening. Sentara Health now offers mammograms on the road! The mobile **3D mammography** van travels throughout Virginia and Northeastern North Carolina.

A1C testing and diabetes prevention

When was the last time you checked your A1C? The HgbA1c screening (A1C test) measures your average blood sugar over the past two or three months and helps you know if your treatment is on track.

If you are living with diabetes, it is important to have your eyes checked every year, even if you don't currently wear glasses. A yearly diabetic eye exam helps catch problems early and protect your vision.

Working with your doctor

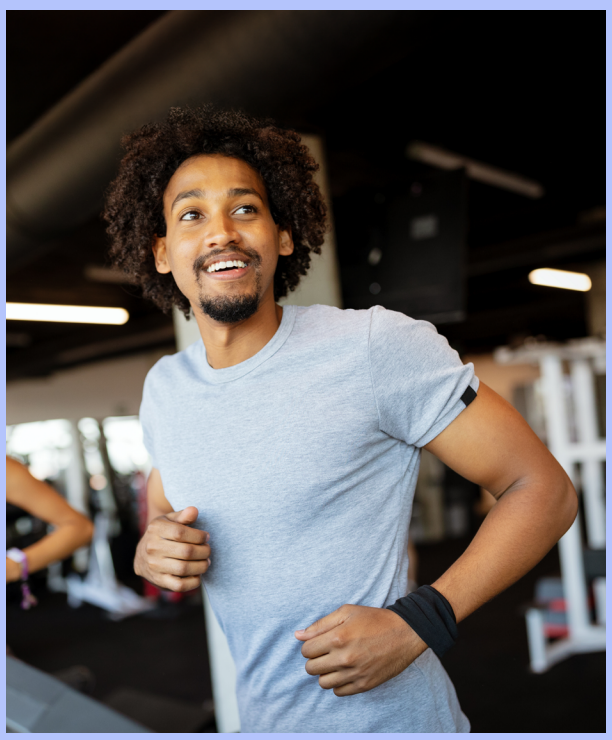
Taking your medication as directed helps keep your blood sugar levels steady. Regular check-ins with your doctor help catch problems early and make sure your care plan is working, so small concerns are addressed before they are emergency issues.

Healthy steps to take now

Managing your health doesn't have to be complicated. Small, simple steps can add up to big improvements. Here are a few ways to get started:

- **Healthy eating**: Eating fresh is a great way to feel better. Choose balanced meals with fruits and vegetables, protein and fiber, and less added sugars and saturated fats.
- **Stay active**: Pick activities that you like and start by doing what you can for at least 10 minutes at a time. Every bit adds up!
- **Manage stress**: Take time to relax and de-stress by meditating, getting active, or spending time with loved ones.

To create these healthy habits, start small. Every healthy choice adds up to a big reward. As a member, you may also have access to diabetes disease management programs and education that can help you maintain your health.



Men's Health Month

It's time to shine a light on something often ignored—men's health. The Centers for Disease Control and Prevention (CDC) urges men to take care of themselves by getting routine checkups and screenings. This is the key to early detection and prevention. By urging men to have checkups, focus on their mental well-being, and adopt healthier lifestyles, they can take steps to reduce risks and have fulfilling lives. Together, let's make Men's Health Month a time for positive change and healthier, happier lives. For more information about men's health, check out the CDC website at **cdc.gov/ncbddd/mens-health-month.html**.

Need help finding a provider? Sign in to **member.sentarahealthplans.com/sign-in** to use our Find-a-Doc tool and get started today.



Well-child visits: Why they matter

As a parent, you want the best for your child's health and development. Well-child visits are a simple way to keep your child on track. During these visits, your child's doctor checks your child's growth, development, and overall health, and makes sure your child gets their recommended vaccines and immunizations.

Even if your child seems healthy, regular visits can help:

- Spot potential health issues early
- Track developmental milestones
- Keep vaccinations and immunizations up to date
- Learn about healthy habits, sleep, nutrition, and safety

What to expect at a well-child visit

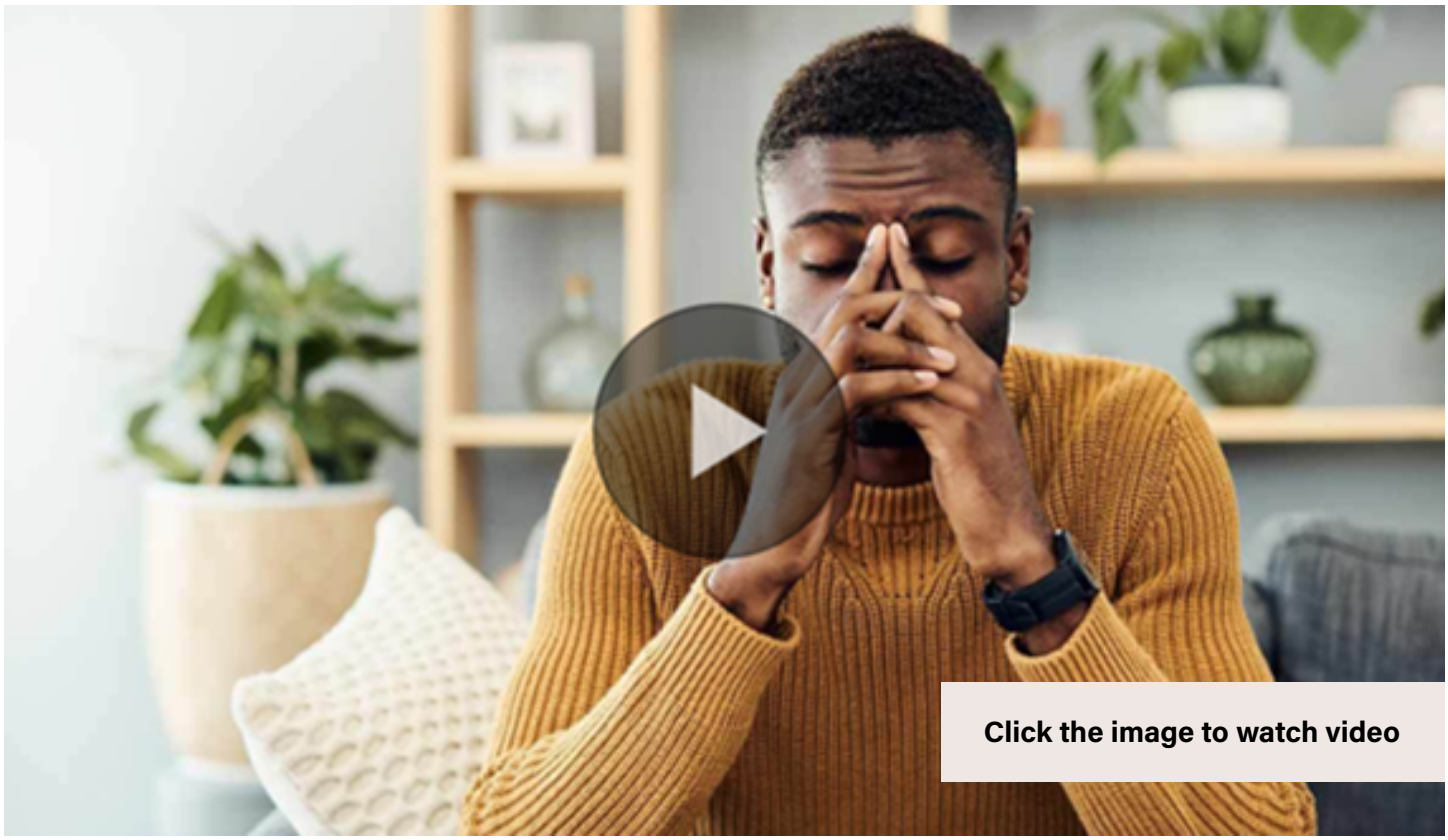
- Physical growth, behavioral, vision, and hearing screenings
- Dental health screening
- Developmental screening (e.g., crawling, walking, speech, and cognitive development)
- Immunization review

Topics your doctor may discuss:

- Healthy habits and nutrition
- School performance and peer relationships
- Sleep, exercise, and safety
- Emotional health, including signs of stress or depression

Tip for parents:

- Review **recommended immunization schedules**
- **Summer camps and sports physicals are upon us!** Ask your provider to combine a wellness visit with sports and camp physicals to save time and get the most out of your appointment.



Stress and mental health awareness

April is Stress Awareness Month and May is Mental Health Awareness Month. These are reminders for us to pause, reflect, and remind one another that mental well-being is an essential part of our overall health. Life and work can sometimes feel overwhelming, and experiencing stress, anxiety, or burnout is more common than we often realize. You are not alone.

Counseling and mental health support services:

If you're feeling overwhelmed, need someone to talk to, or looking for tools to better manage stress, confidential resources are available. Sign in to the member portal or Sentara Health Plans mobile app and use our Find-a-Doc tool to search for providers near you. Can't get to the doctor? MDLIVE® offers telehealth options.

Find a mental health provider

Stress-management and resilience resources:

Our well-being education series offers a range of on-demand audio and video options to help support your needs, including "Overcoming the Overwhelm."

Crisis support:

When immediate help is needed, if you're in emotional distress or crisis, call 911, go to the nearest emergency room, or contact the 988 Suicide & Crisis Lifeline by calling or texting 988—available 24/7.

988LIFELINE.ORG

Reaching out for help is a sign of strength. Whether you're seeking support for yourself or want to learn how to support someone else, these and other mental health resources are here for you.

Dr. Bradley Cotrina: 2026 Dr. Melvin T. Pinn, Jr. Quality Excellence Award recipient



Sentara Health Plans is excited to announce Dr. Bradley Cotrina as the recipient of the 2026 Dr. Melvin T. Pinn, Jr. Quality Excellence Award (QEA). This prestigious award is presented annually to a physician who demonstrates an exceptional commitment to delivering high-quality care, providing outstanding service to the community, and improving member outcomes.

Dr. Cotrina is a board-certified family medicine physician practicing at Sentara Family Medicine Physicians in Virginia Beach, VA. He earned his medical degree from the West Virginia University School of Medicine in 2019 and completed his residency at Eastern Virginia Medical School in 2023.

Highly regarded by his patients, Dr. Cotrina consistently receives stellar ratings that reflect not only his clinical expertise, but also his compassion and dedication to patient-centered care. Patients frequently describe him as empathetic, attentive, and an excellent listener who takes the time to thoroughly address questions and concerns. His ability to provide clear explanations and thoughtful solutions contributes to a care experience where individuals feel informed, respected, and supported.

Dr. Cotrina was nominated for this honor by members of his staff, who describe him as a "beacon of care and dedication." In their nomination, they highlighted his unwavering commitment to ensuring that every patient feels "seen, heard, and valued." They further recognized his willingness to go above and beyond in service to others, as demonstrated through his dedication to advocacy, mentorship, and excellence in healthcare.

This year marks the 20th anniversary of the Quality Excellence Award which celebrates a legacy of commitment to quality and excellence in care.

Nominations for this distinguished recognition are accepted throughout the calendar year. Submissions may be completed via the QEA Nomination Form on the Sentara Health Plans website at **sentarahealthplans.com/en/providers/qea** or by scanning the QR code below on your device.



How do I remember to take all of my medications?

Remembering to take medications as directed by your doctor leads to the best results for your health. If they aren't taken as prescribed, it can lead to symptoms returning, increased risk of complications, or more difficulty managing your health.

There are some useful ways to help remember your medication like:

- Use reminders through phone apps, calendars, or alarms
- Keep a list of your current medications and when they need to be refilled
- Ask for a 90-day supply from your doctor
- Use automatic refills when your pharmacy offers them
- Using an automatic pill dispenser or pillbox to keep your medications organized for the week or month can also be helpful.

Have you seen our new Explanation of Benefits (EOB) features?

After listening to member feedback, testing, and refining, we were excited to launch our updated digital Explanation of Benefits (EOB) format December 29, 2025.

While the print version of the EOB hasn't changed, the new digital design is based on best practices using information from previous call center issues regarding benefits and benefits education.

New features include:

- Powerful "Sort by" options for quick organization
- Enhanced filtering options
- Simplified claim viewing
- A fresh, modern digital design

Sentara® Health Plans

Healthcare at your fingertips

Download the **Sentara Health Plans mobile app** today for instant access to important plan information including:

- Member ID card
- Virtual consults
- Doctor and facility searches
- Claims and authorizations
- Wellness tools
- Treatment cost calculator
- Important preventive care notifications
- HSA or HRA[1] account access
- Answers to frequently asked questions
- Common forms and documents
- Contact information for the health plan

Whether you're accessing your plan information from the mobile app, a computer, or a tablet, Sentara Health Plans digital solutions provide a cohesive experience across all platforms.

Look for the Sentara Health Plans mobile app:

Download on the App Store

GET IT ON Google Play

To learn more about the Sentara Health Plans mobile app, visit: **sentarahealthplans.com/app.**

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Did you know?

Sentara Health Plans members are entitled to certain rights and beholden to certain responsibilities. Members can review rights and responsibilities anytime on our website at **sentarahealthplans.com/members/manage-plans/member-rights-and-responsibilities-commercial**.

Footnotes

[1] https://sentarahealthplans.kramesonline.com/HealthSheets/3,S,85201
[2] https://sentarahealthplans.kramesonline.com/HealthSheets/3,S,82148
[3] Almost a Third of U.S. Adults and Children Have at Least One Allergy | NCHS Pressroom | CDC
[4] mayoclinic.org/diseases-conditions/allergies/symptoms-causes/syc-20351497
[5] cdc.gov/womens-health/features/maternal-mortality.html
[6] cdc.gov/nccdphp/priorities/breast-cancer.html